



CITY OF DOUGLAS POLE BANNER POLICY (Updated 02/18/2026)

TITLE: DISPLAY OF BANNERS ON STREET LIGHT POLES FOR COMMUNITY EVENTS, AWARENESS PURPOSES, CLUBS & ORGANIZATIONS, BUSINESS, INDUSTRY, EDUCATION, AND HEALTHCARE AFFILIATES

PURPOSE: The Historic Downtown and Main Street District of Douglas is the focal point for many Community Events and Awareness Initiatives held throughout the year, which help promote the City and offer a variety of entertainment and activities for the community. Most Community Events and Awareness Initiatives are coordinated by local civic and community service organizations, with the support and cooperation of the City of Douglas and the Douglas business community. The City of Douglas wants to continue its support and cooperation, and expand the services provided by offering the possible display of banners in the downtown area promoting these Community Events and Awareness Initiatives, and secondarily to identify the respective sponsors.

DESCRIPTION

The City of Douglas will install and remove banners for approved Community Events and Awareness Initiatives on the City-owned decorative lamp posts in the Main Street District, on a “first-come, first-served” basis. Banners are to be provided by and maintained by the event/awareness organizer and/or chairperson. If a banner is lost or stolen, it is the organizer's responsibility to replace it. The City will install banners on or about the first day of the month. Banners will be removed by the City on or about the last day of the month following the Community Event or Awareness Initiative.

PARTICIPATION

Participation and placement of banners is limited to Community Events and Awareness Initiatives that have been recognized and approved by the City of Douglas to be held in the Main Street District of Douglas. The Mayor and City Commission may consider banners for events to be held outside of the Downtown/Main Street District. Banners may not be displayed that include typical advertisement themes (such as, but not limited to, “Sale”, “Open for Business”, “Grand Opening”, etc.).

DESIGN OF BANNERS

Banners should be designed to reflect the unique nature of each Community Event or Awareness Initiative and to promote the purpose and benefits to the community. The design and text of the banner cannot include any corporate advertisements, other than the approved Community Event or Awareness Initiative corporate sponsor(s). The City encourages unique designs and bright

colors that can add to the overall appearance of the downtown area. The City of Douglas Assistant City Manager/Community Development Director shall have the right of final approval for the design of any banner to be installed under this policy. Such identification shall be restricted to the bottom 20% or less of the banner and can include only the corporate sponsor's name and/or logo.

Specifications: The banner size must meet the following specifications. If there are any questions, please contact the Public Information office PRIOR to ordering banners.

- Banners must be 18 inches in width and 36 inches in length (18" x 36").
- 2 rod pockets are required; 1 at the top and 1 at the bottom.
- Rod pockets opening must be 3" from the fold to the closest stitch.
- Rod pockets must be double-stitched with a 1.5" hem at the top rod pocket and a 1.5" hem at the bottom of the rod pocket.
- Banners can be vinyl or fabric.
- Banners are to be double-sided and identical on both sides.

Placement: The City has approximately 65 decorative lamp posts where banners can be installed in downtown Douglas and at George Washington Carver Shopping Center. The City reserves the right to limit the number of banners used for any Community Event or Awareness Initiative. The minimum number of banners that can be displayed is 35 and the maximum amount is 65, pending on approval from the Assistant City Manager/Community Development Director. Suggested quantities of banners upon ordering would be 35 and 65. The City reserves the right to adjust the actual location site if other banners are currently installed. Anyone requesting installation at a specific location(s) should indicate both a first choice and a second choice for placing their banner(s).

Fees: The fee for use of city poles is \$10 per pole for new banner and \$5 per pole for existing design/banner, which covers installation and removal of new and existing banners. Applicants are responsible for all design, production, and delivery costs. Applicants are responsible for the maintenance and storage of banners prior to and after installation. At the aforementioned cost, banners will be displayed for four weeks before the event or 30 days during specific Awareness Initiatives. Additional weeks may be available for an additional fee, depending on availability. All fees must be paid in full to the City of Douglas Public Information Office two weeks prior to installation.

Request for Participation: Requests for participation in this service offered by the City shall be submitted to the Community Development Department – Public Information Office. Requests may be submitted using the attached form/application.

Application Timeline:

- Three months minimum prior to event or awareness date, the application and banner design proposal must be submitted to the City of Douglas Public Information office.
- **Banner design MUST be approved prior to purchase.** The Assistant City Manager/Community Development Director will approve the application and banner design. If applicable, the Assistant City Manager/Community Development Director will then present the application and design before the Mayor and City Commission at a scheduled City Commission meeting.
- Thirty (30) days following the submission of the application and design, the City of Douglas Public Information Manager will contact the applicant with approval, rejection, or amendments to the application.

- One month prior to banners being installed, the balance of the fees are to be paid AND the banners should be delivered to the appropriate Fire Station.
- The City will install banners on or about the first day of the month. Banners will be removed by the City on or about the last day of the month following the Community Event or Awareness Initiative.
- At the end of the month, within one (1) to three (3) days, banners are taken down and delivered back to Fire Station where the banners were delivered. Applicant should make arrangements to pick up the banners by contacting the Public Information Office at (912) 383-0277.
- Pick up and storage of banners after removal is required by the applicant. No banners will be stored at the Public Information office OR Fire Department longer than five (5) business days.

PRIOR APPROVAL FOR THE DESIGN AND INSTALLATION OF BANNERS IS REQUIRED FROM THE CITY OF DOUGLAS ASSISTANT CITY MANAGER/COMMUNITY DEVELOPMENT DIRECTOR. DO NOT ORDER ANY BANNERS WITHOUT FIRST OBTAINING CITY APPROVAL.

**APPLICATION FOR DISPLAY OF BANNERS
FOR COMMUNITY EVENTS OR AWARENESS INITIATIVE**

The following request is made for the following organization to provide banners to then be installed and removed by the City on decorative lamp posts in the Main Street District of downtown Douglas.

NAME OF COMMUNITY EVENT: _____

NAME OF AWARENESS INITIATIVE: _____

REQUESTED NUMBER OF BANNERS TO BE DISPLAYED: _____

REQUESTED DATES OF BANNER DISPLAY: _____

BANNER DESIGN: Attach art work, photo, banner material (fabric or vinyl) or sample of proposed banners.

PREFERRED LOCATIONS: BANNERS WILL BE INSTALLED IN DOWNTOWN DOUGLAS AND GEORGE WASHINGTON CARVER SHOPPING CENTER. The City of Douglas IS NOT responsible for any banners that may become lost, stolen, or damaged.

ORGANIZER CONTACT INFORMATION:

NAME: _____

MAILING ADDRESS: _____

DAYTIME PHONE NUMBER: _____

EMAIL ADDRESS: _____

DATE SUBMITTED: _____ DATE APPROVED: _____

ORGANIZER SIGNATURE: _____

Applications should be submitted to the Public Information office located at 302 S. Madison Avenue, Douglas, Georgia, 31533. Email: bthomas@cityofdouglasga.gov.

Banner Sample and Specifications

